



Training & Professional Development

Customized and tailored training for the water sector, offering practical skills for public engagement, communications and leadership development.

Why Choose Rogue?



Impact Driven

Learn to effectively engage and improve communications to move the needle of your organization's mission.



Tailored to You

Every training is customized to meet your organization's unique challenges and goals, ensuring maximum value.



The Rogue Way

Our presentations are engaging and fun, leaving attendees energized, inspired, and equipped to perform.



First-Hand Experience

We offer practical insights from our boots-on-the-ground utility experience that resonates with your employees or clients.

Our Offerings

Workshops

- Half-day or full-day options
- Interactive, immersive learning
- Tailored to your audience
- Collaborative pre-planning coordination
- Group problem-solving and engagement

Webinars

- Flexible timeframe (1 - 4-hour options)
- Multi-series sessions available
- Access to insights from industry experts
- Session recording for future use

Keynotes

- High-energy, interactive presentations that inspire and ignite action
- Perfect for large gatherings
- Additional options: Panel Discussions, Storytelling Sessions, and Fireside Chats

Real Results

"Rogue Water Lab was an incredible partner on our EFC training work related to regionalization. Chelsea is a strong trainer and facilitator and was very prepared, communicative, and adaptable. She brought new concepts and skills to the table that we and our field practitioners have used to enhance our work in this space."

– Sarah Buck, RCAP Solutions

Looking for Something a Little Different?

- Become a Corporate Sponsor to gain access to packages offering custom training and co-hosted events.
- Bring us in to facilitate & plan your next "rogue" multi-day event.
- Become a member to gain exclusive access to members-only content, special offers on training, and live Q&A webinars..

Contact Us



chelsea@roguewaterlab.org

LEARN. LAUNCH. LEVEL UP.

Whether you need a one-hour webinar, half-day workshop, or you want to host a multi-day summit, Rogue Water offers a range of trainings to meet your needs.

Leadership Development

Skills and confidence to drive change, fight imposter syndrome, build a network, manage-up, & lead.

Storytelling & Branding

- **Story Model:** Crafting and communicating your organization's unique narrative.
- **Public Trust:** Building and maintaining public trust through transparent communication.
- **Branding:** Key elements of effective branding, from logo design to messaging.
- **Audience Personas:** How to figure out who you are messaging to.

Crisis Communications

- **Crisis Communications:** Managing communications during a crisis to maintain credibility.
- **Difficult Conversations With Your Community:** Navigating challenging discussions with community members.
- **Stakeholder Engagement:** Identifying, involving, and communicating with stakeholders.
- **Power Mapping:** Identifying key influencers and decision-makers.

Strategy & Industry Trends

- **Government Affairs:** Navigating government relations and advocating for your interests.
- **Effective Communication With Elected Officials**
- **Interest-Based Problem Solving:** Solving problems based on mutual interests for win-win solutions.
- **Regionalism:** How to navigate and communicate collaboration and shared resources for addressing water issues.
- **Environmental Justice:** Principles of environmental justice and their application to water services.
- **Water Workforce:** Attracting the Next Generation;; Navigating a multi-generational workforce; Crafting appealing job postings.

Customer Service

Strategies for **building trust** and resolving issues with customers. **Navigating challenging discussions** with community members. **Creating talking points** and topic fact-sheets for boots-on-the-ground employees interacting with customers.



Digital & Media

- **Engage Online:** Effective online engagement strategies.
- **Social Media Tips:** Enhancing social media presence and achieving communication goals.
- **Social Media Bootcamp:** Intensive training on social media platform functions and features.
- **Media Training:** Crafting key messages and managing press relationships.
- **Media Relations Training:** Advanced skills in media relations, including press releases, on-camera interviews and handling inquiries.
- **Canva Design Training:** Creating visually appealing graphics and content using Canva.

Neuroscience

Enhancing **communication strategies** by understanding brain responses.



Not seeing exactly what you're looking for? Just ask!

We're happy to develop a presentation that meets your specific needs, and we've cultivated an extensive partnership network we can tap into to share.